

Teaming for Success in International Military Marketing and Sales

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Presentation Outline

- Theme of Communication and Education
- HMMWV International Sales Team
- HMMWV update (sales pitch)
- Sales History
- International Business Trends and Challenges
- Questions

International Military Marketing and Sales Organization

Bruce Wisler
Executive Director

Cori Chaffee
Admin Assistant

A. Zimmerman
Middle East/Africa

- Afghanistan
- Bahrain
- Egypt
- Iraq
- Jordan
- Kuwait
- Libya
- Oman
- Qatar
- Saudi Arabia
- U.A.E.
- Yemen

S. Thomas
Europe & N. Africa

- Algeria
- Bulgaria
- Czech Rep.
- Croatia
- Denmark
- France
- Greece
- Israel
- Ireland
- Netherlands
- Norway
- Poland
- Portugal
- Slovenia
- Spain
- Serbia & Mont
- Tunisia
- Turkey
- UK

E. Pomeroy
Latin America

- Argentina
- Bolivia
- Brazil
- Chile
- Columbia
- Ecuador
- Guatemala
- Mexico
- Peru
- Venezuela
- Uruguay

M. Wickizer
Far East

- Australia
- China
- India
- Malaysia
- New Zealand
- Taiwan
- Thailand

Countries with AM General
Significant Activity

3 New Up-Armored HMMWV Models

- Provides gapless mine and ballistic protection.
- Add-on A and B kits incorporate the latest in removable armor protection. Add-on Frag kits under development.
- Include an improved AC system and larger access to the M1151 rear cargo area.
- B Kit can be installed or removed in the field.



M1151



M1152

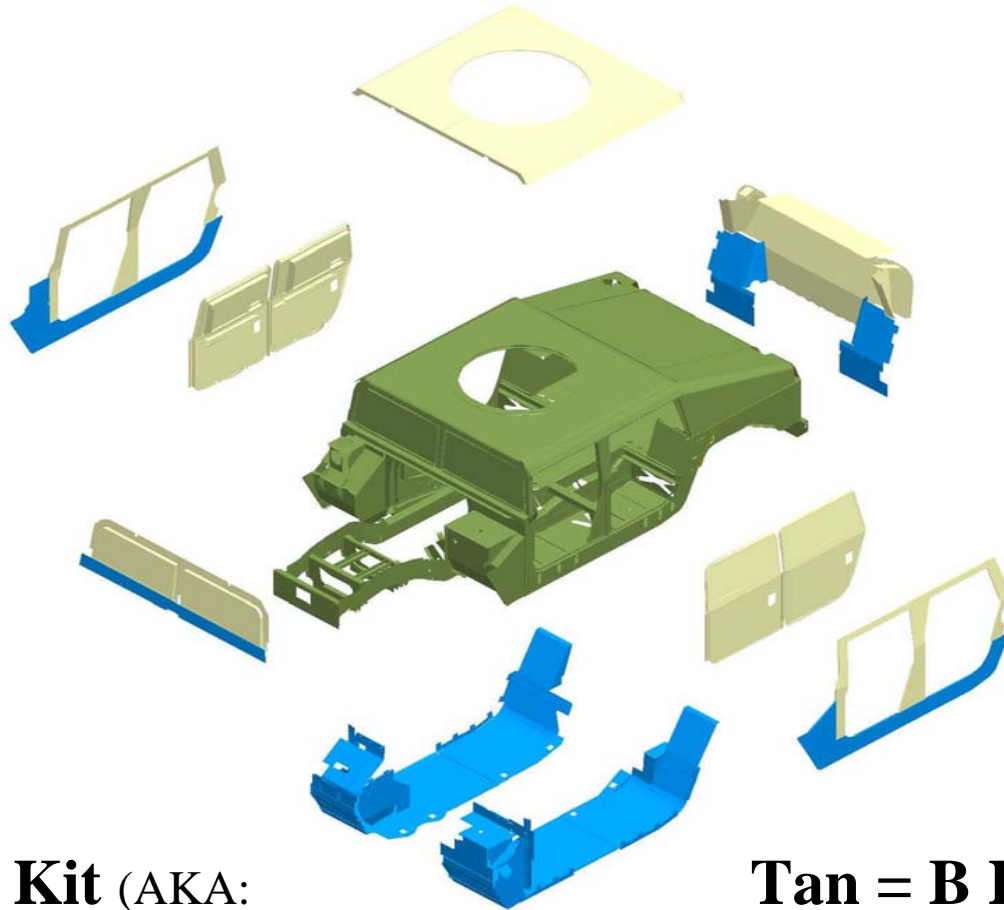


M1165

NOTE: The armored enclosure shown on the M1152 is an option not made by AM General

BASIC & ADD-ON ARMOR


For M1151/2 and M1165



Blue = A Kit (AKA:
Integrated Armor Package)

Tan = B Kit (removable,
installable in the field)

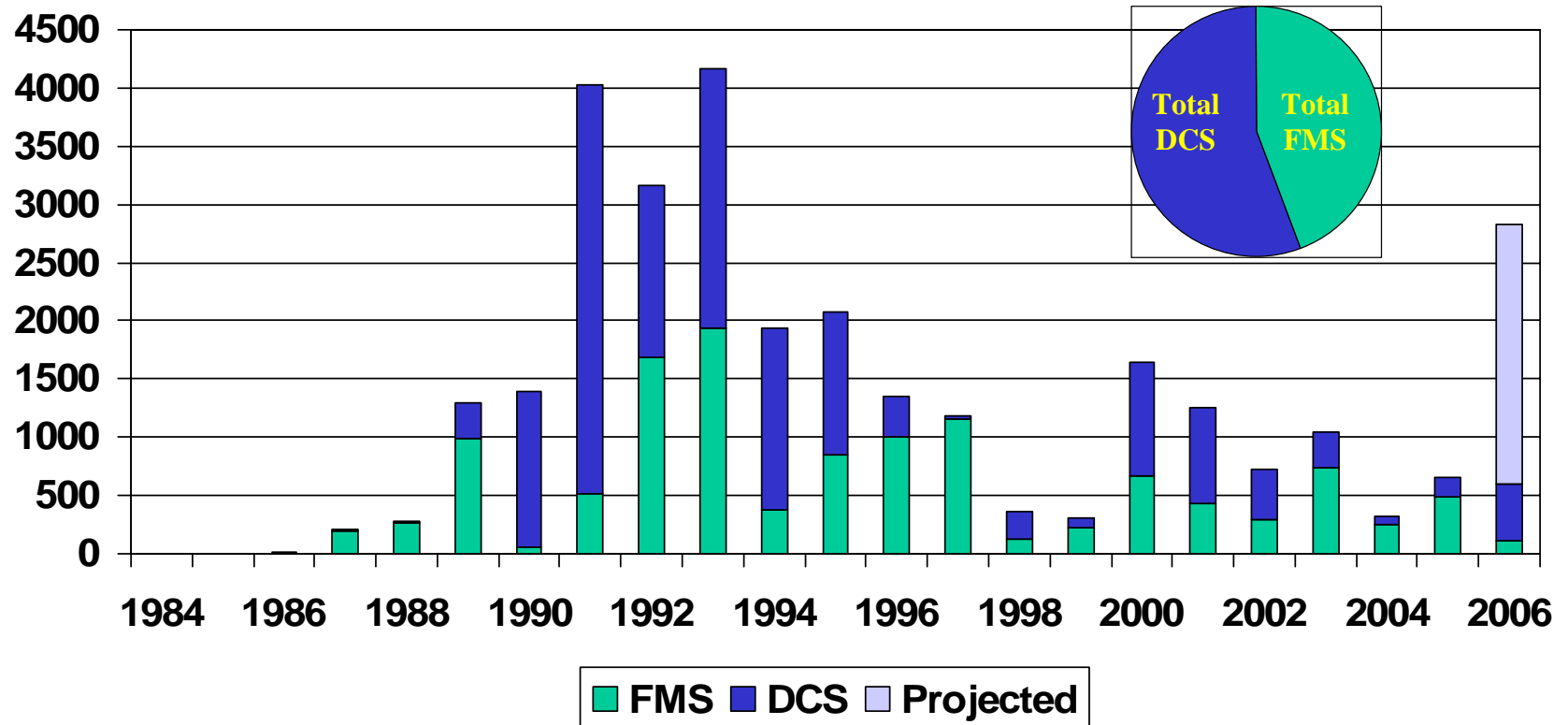
M1151/M1152/M1165 Program Matrix

Kits	Kit Description	M1151	M1152/M1165		
			2-Door	M1165	Troop Carrier
Integrated Armor Protection (IAP) = A1	Permanent kit for the M1151/M1152/M1165. Includes underbodies, rocker armor, lower windscreen deflector armor, A/C system (s) and energy absorbing seats.	X	X	X	
B1	Add-on kit for M1151. Includes all doors, windscreen, roof, rear partition, rear seat armor plates, turret hatch, ballistic glass, side protection, IED overlays, etc.	X			
B2	Add-on kit for M1152 (2-Door). Includes all the components from the M1151 that will be used to armor the M1152 such as front doors, windscreen and roof. Rear partition and roof close out panel included in kit.		X		X
B3	Add-on kit for M1165(4-Door). Includes all the components from the M1151 such as front and rear doors, windscreen. Rear partition and roof included in kit.			X	
B4	Troop Carrier Kit for M1152. This kit will convert a M1152 (2-Door) into the Troop Carrier. Kit includes armored rear cargo/troop transport compartment.				X
					7/21/06

Current U.S. Army Designations For Add-On Kits

- M1151A1 w/B1
- M1152A1 w/B2
- M1165A1 w/B3

International HMMWV Sales



Trends and Challenges

- Busy!
- Increased interest in protected vehicles.
- Adding repair parts capability in Middle East.
- Political pressure to purchase locally produced product.
- Co-Production.



Trends and Challenges

(continued)

- Offsets
- FMS vs Direct Sales
- USG export controls
- USG help as an extension of sales helps contractor and USG production
- Keeping industrial base alive for future production



Questions?

